



LAPLAND ICE DRIVING

WITH RMA TRACKDAYS



LIKE NOWHERE ELSE



LAPLAND
ICE DRIVING

THE WORLD'S LARGEST
DRIVING CENTRE

Imagine drifting at more than 125 MPH in
total safety round an F1 circuit...

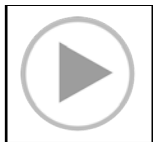
...reproduced full-scale on a frozen lake,

...behind the wheel of a high-power
sports car,

...under the Northern Lights of Swedish
Lapland.

Welcome to Lapland Ice Driving.

Click here to
watch the video:



LAPLAND
ICE DRIVING

LIKE NOWHERE *ELSE*

LID



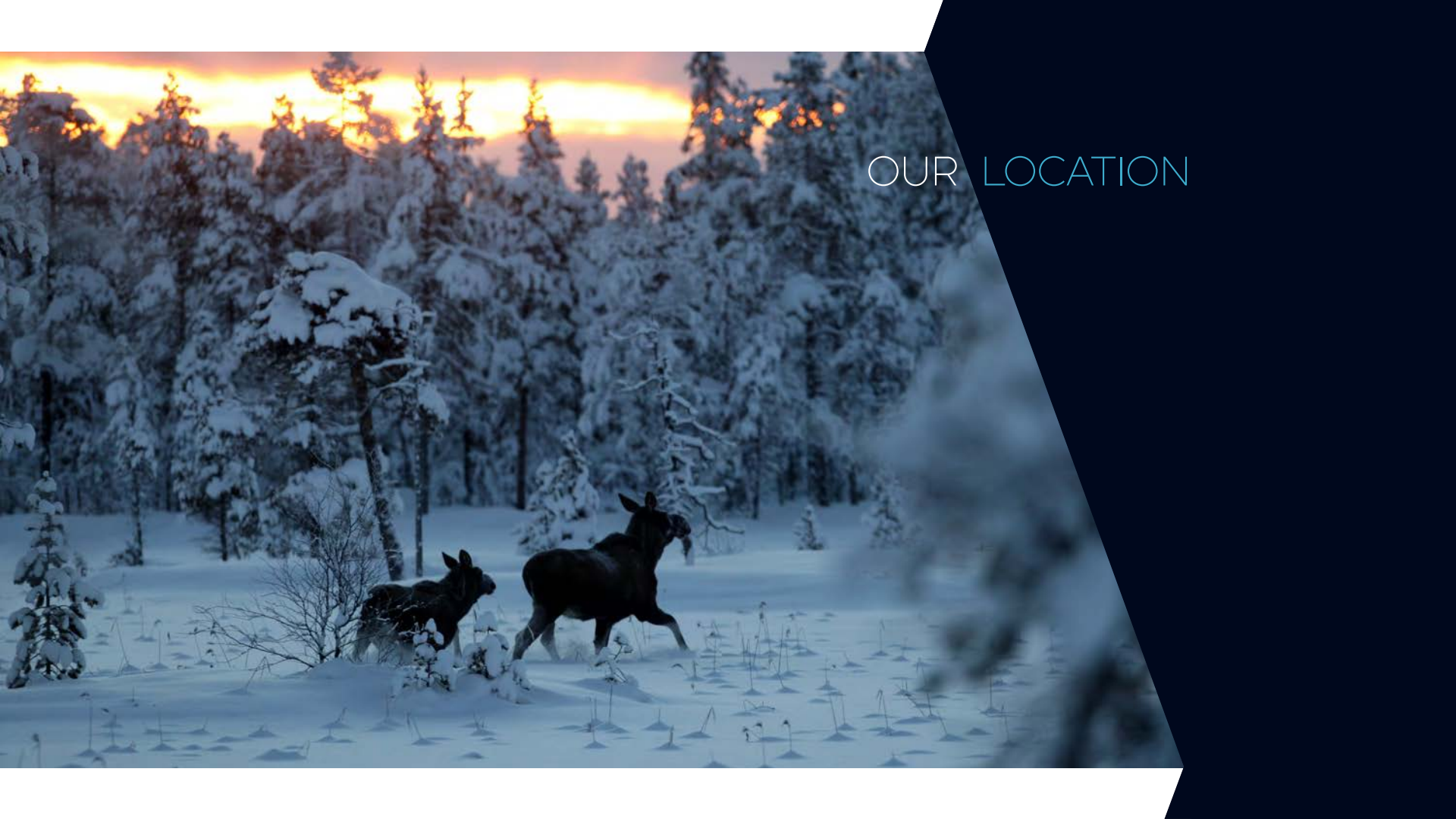
LIKE NOWHERE ELSE

*THE WORLD'S ICE DRIVING REFERENCE FOR
15 YEARS*

- The world's largest driving centre
- Exclusive - the most famous F1 circuits reproduced full-scale on a frozen lake
- Up to 125 MPH in total safety for the ultimate pleasure
- Up to 160 miles drifting each day
- A fleet of exceptional cars (Ferrari, Porsche, Maserati, Lamborghini...) specially prepared for extreme conditions
- Personal in-car tuition by highly qualified instructors using unrivalled and proven technique
- Tailor-made services ensure a truly unique experience
- A first-class ambassador: Yvan Muller
- Registered travel agency to create the best conditions
- Full offset of our carbon footprint

LAPLAND
ICE DRIVING





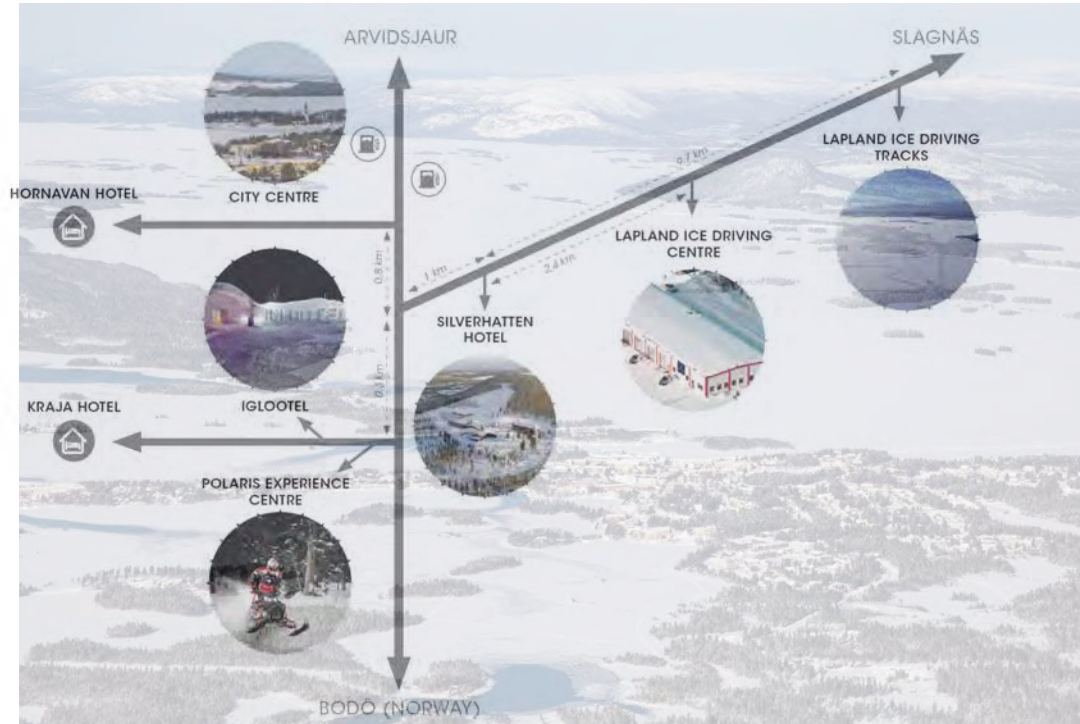
OUR LOCATION



WHERE ARE WE LOCATED?

ARJELOG IN SWEDISH LAPLAND

Click here to view
our facilities (v.2018) :





ACCOMMODATION PACKAGE



ACCOMMODATION PACKAGE

ENJOY A VIP CAREFREE STAY IN ARJEPLUG

- LID superior rooms **** (equivalent to modern Radisson standards)
- Upgraded breakfasts and lunches, served in a private lounge
- Henriot Champagne and Bouchard Wine cocktails every evening
- Airport transfers
- Premium courtesy cars
- Agency fees
- Complete driving photo report
- Local Concierge assistance





SILVERHATTEN HOTEL ★★★★★

LOCATED AT ARJE PLOG

This four-star hotel is located a five-minute drive away from Lapland Ice Driving. Its facilities include a spa (sauna, hammam, jacuzzi), a gym, a restaurant, a lounge and meeting rooms.

An upgraded breakfast buffet will be served in the private lounge every morning.



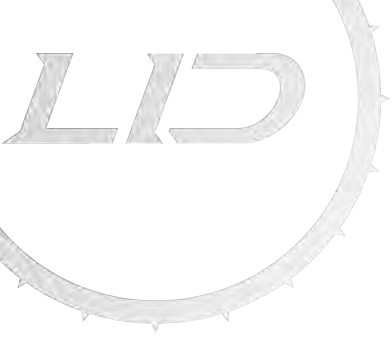


SILVERHATTEN HOTEL ★★★★★

COCKTAIL IN A PRIVATISED ROOM FOR LAPLAND ICE DRIVING

We'll be happy to welcome to the Lapland Ice Driving cocktail which takes place each evening where you can enjoy a glass of champagne or French wine, thanks to our partners "Maison Henriot".





SILVERHATTEN HOTEL ★★★★★

PUB LUNCHES & BREAKFASTS IN A PRIVATISED ROOM FOR LID





SILVERHATTEN HOTEL ★★★★★

REGULAR & VIP DINNER AT THE SILVERHATTEN HOTEL

Guests will have dinner at the hotel.





AIRPORT TRANSFERS

AT YOUR ARRIVAL AND DEPARTURE

We take care of your transfers to and from Arvidsjaur or Lulea in a shuttle so you can relax and enjoy your stay from start to finish.





USEFUL INFORMATION

PREMIUM COURTESY CAR

Lapland Ice Driving is happy to provide you with a premium courtesy vehicle for your local travels.





YOUR VEHICLE



A FLEET OF OVER 25 EXCEPTIONAL VEHICLES

9 DIFFERENT MODELS FOR YOU TO DRIFT

Discover our well-balanced and varied list of cars and their distinctive characteristics. They are all especially prepared for extreme conditions.





PORSCHE CAYMAN S *OR EQUIVALENT : Alpine 110 for example*

REAR WHEEL-DRIVE

This mid-engine sports car from Porsche benefits from 3,4L flat six mated to the fantastic PDK paddleshift gearbox. The 325 horsepowers are delivered through its perfectly balanced chassis to the rear wheels.

Studding: 300/tyre





BMW M4 – (OPTION)

REAR WHEEL-DRIVE

Enjoy all the savoir-faire of BMW's Mpower division in this powerful 6 cylinder sportscar. The F82 M4 sports an automatic DKG gearbox mated to its turbocharged 3,0L engine making 431 horsepowers.

Studding: 450/tyre





PORSCHE 991 GT3 PHASE 2

REAR WHEEL-DRIVE

The GT3 lies at the top of the Porsche range. Often described as a « racecar for the road », this 911 variant sports a 4,0L flatsix making an impressive 500 horsepowers. Available with a manual gearbox or a PDK paddleshifter.

Studding: 550/tyre



An aerial photograph of a vast, flat, snow-covered landscape under a dramatic sky. The sun is low on the horizon, creating a bright glow and long, soft shadows. The snow is marked with numerous winding, looping tracks, likely from vehicles or skis. In the distance, there are small, dark clusters of trees or structures. The overall scene is serene and expansive.

RMA DRIVING PROGRAM

ICE DRIVING PROGRAM

2 DAYS OF ICE DRIVING – INTENSIVE PROGRAM

- 8 sessions of 30 minutes per day per driver:
 - 1 day with the Porsche Cayman S (or BMW M4 – option)
 - 1 day with the Porsche GT3
- Personal in-car coaching during all driving sessions
- Approximately 250 km of driving per day
- Access to the entire domain
- 1 privatised club-house for RMA





NORDIC ACTIVITY

SNOWMOBILE TOUR – 2 HOURS

Riding a latest generation POLARIS machine (130HP, 0-60 MPH in 3 seconds), guests will leave accompanied by a guide for a 2-hour trek at a pace they are comfortable with, across lakes and forests.





FOR COMPANIONS

PROGRAM

Each companion, will have the possibility to take part in the snowmobile tour.

Companions will also discover the joy of ice driving with 3 sessions of 30 minutes on board a Porsche Boxster under the supervision of a coach, spread over half a day. The activity will finish with a demonstration.

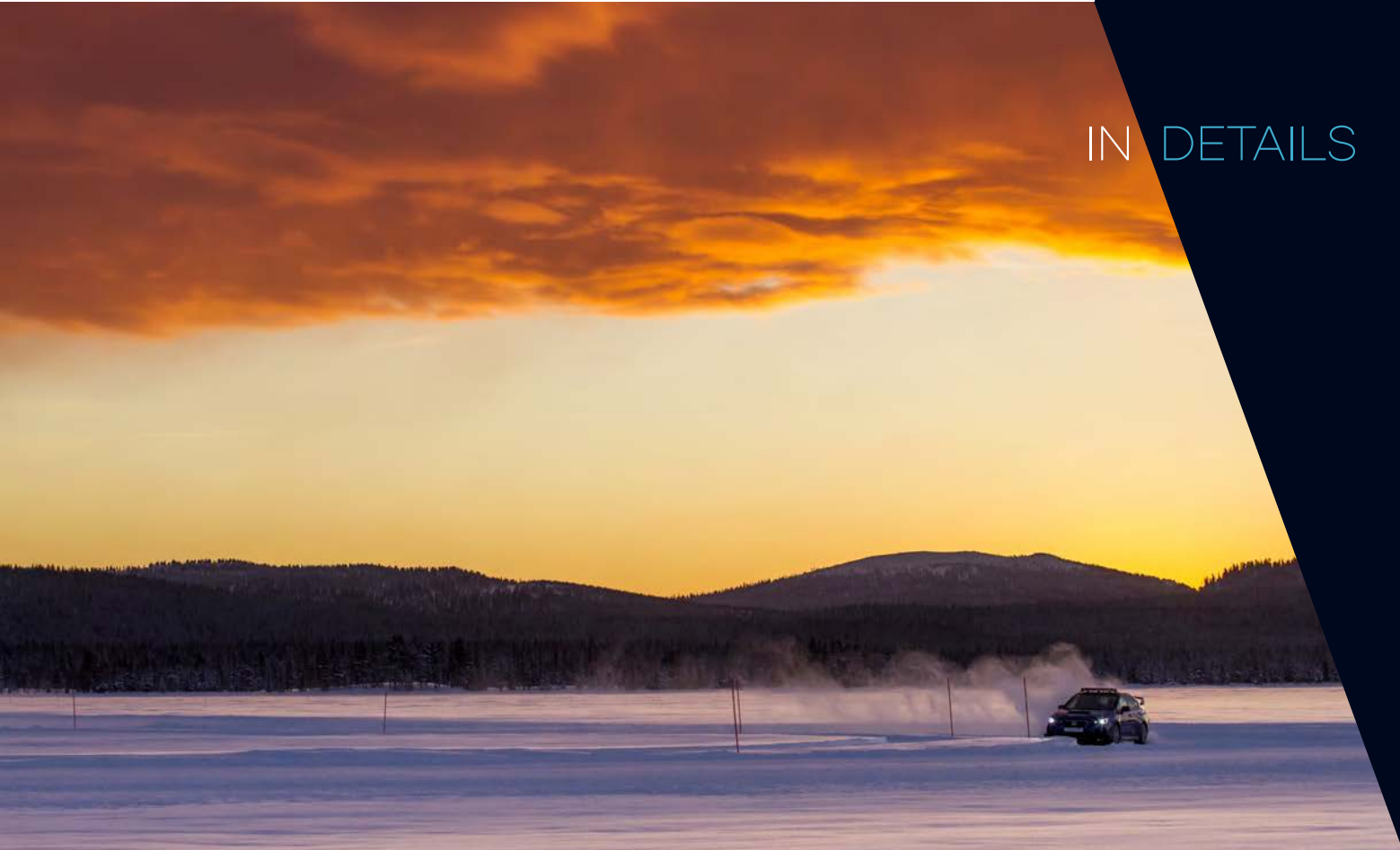
Moreover, they will discover the beauty of the swedish wilderness during a trip on a sledge pulled by a pack of husky dogs, under the supervision of a musher. The courage, strength, willpower and docility of the dogs will amaze them.

Companions will have free access to the Spa of the Silverhatten hotel (sauna, hammam, jacuzzi).



LAPLAND
ICE DRIVING

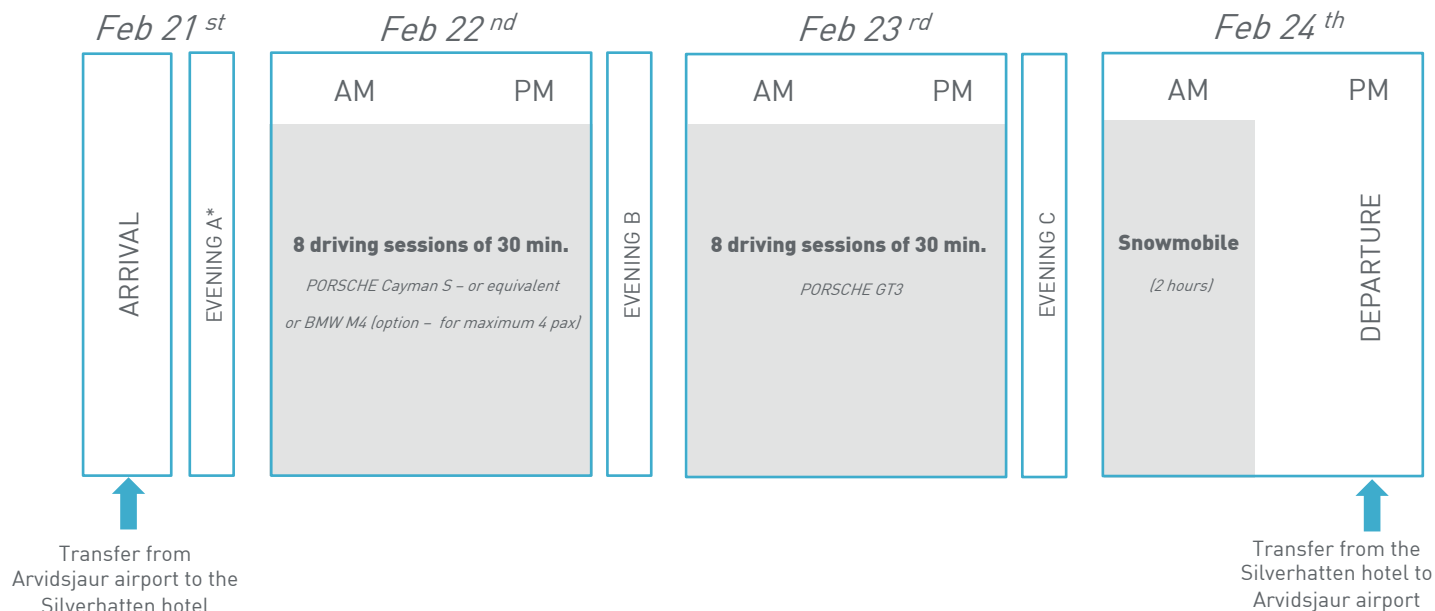
IN DETAILS





RMA DRIVING PROGRAM – 8 PARTICIPANTS

INTENSIVE PROGRAM



EVENING A * : LID cocktail + Regular Dinner at the Silverhatten Hotel

EVENING B & C : LID cocktail + VIP Dinner at the Silverhatten Hotel

* Depending on time of arrival



PROPOSING AN EXTRAORDINARY EXPERIENCE

In the heart of Lapland

Arjeplog, winter capital of automotive testing

EXTRAORDINARY LOCATION

LAPLAND
ICE DRIVING

LIKE NOWHERE *ELSE*

An outstanding private domain

13 circuits reproduced every winter on a frozen lake
(2,965 acre drifting area)

THE WORLD'S LARGEST DRIVING CENTRE

LAPLAND
ICE DRIVING

[Click here to view \(2018 version\)](#)



LIKE NOWHERE ELSE

Official Formula 1 layout to scale 1:

Yas Marina, Silverstone, Nürburgring, Paul Ricard
& Sepang (new this year)

EXCLUSIVITY

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

30 exceptional cars

Ferrari, Porsche, Maserati, Lamborghini... specially prepared for extreme conditions

THE VERY BEST CARS

LAPLAND
ICE DRIVING



LIKE NOWHERE ELSE

Up to 160 miles per day

Driving the equivalent of an F1 Grand Prix each day

THE LONGEST DRIVING RANGE

LAPLAND
ICE DRIVING



LIKE NOWHERE ELSE

Up to 125 MPH on ice

Drifting in total safety for the ultimate enjoyment

THE HIGHEST DRIVING SPEEDS



LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Whatever your experience

Novice, expert, professional... Master the art of drifting

FOR EVERYONE

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Personal in-car instruction

Drifting technique guaranteed thanks to our highly qualified instructors

THE MOST EXPERIENCED COACHES

LAPLAND
ICE DRIVING

LIKE NOWHERE *ELSE*



Dedicated facilities

Lounge, meeting room, workshops,
3 club-houses on the tracks...

THE ULTIMATE IN INFRASTRUCTURE

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Accommodation package

As a registered travel agent we can free you of all the logistical worries for complete peace of mind.

MUCH MORE THAN JUST DRIVING

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Nordic activities

With our local partners, in addition to the driving program
or for non-driving companions

NEW EXPERIENCES

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Tailor-made services

Creating the best conditions to ensure a truly unique experience

BETTER-THAN-BEST SERVICES

LAPLAND
ICE DRIVING



LIKE NOWHERE ELSE

Bespoke events

A platform to create personalised events to
meet your needs

AN OUTSTANDING
PULLING POWER

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Notable clients

Tony Robbins, Jean Alesi, Prince Eric Sturdza, Gautam
Hari Singhania...

PREMIUM CLIENTELE

LAPLAND
ICE DRIVING

LIKE NOWHERE *ELSE*

Satisfaction rate 99%
Repeat booking rate 75%

Tailored to your requirement in order to ensure that your
experience is exceptional

AN UNPARALLELED
LEVEL OF SATISFACTION

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

More than 50 TV programs
& 250 press articles

TF1

6

MOTORS
TV

5

sky

РОССИЯ 24

5
TELECINCO

...

THE MOST PERSUASIVE
TOOL TO ATTRACT MEDIAS

LAPLAND
ICE DRIVING



LIKE NOWHERE ELSE



THE FUSION OF FIRE AND ICE

UNIQUE IN THE WORLD

“

*More drifting in a day than in
a driver's entire lifetime...*

”

A first-class ambassador

Yvan MULLER – 4-Times WTCC Champion, 10 Andros Trophy titles

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

OUR PARTNERS



LAPLAND
ICE DRIVING

WE ARE HERE FOR YOU

